WHAT IS CLAIMED IS:

1. A device for one of a direct application and an indirect application of one of a liquid medium and a viscous medium onto a moving material web, said device comprising:

a metering gap formed between an inlet side nozzle lip and an outlet side nozzle lip; and

at least one thermal control channel through which a fluid flows, said at least one thermal control channel integrated into at least one of said inlet side nozzle lip and said outlet side nozzle lip.

2. The device of claim 1, wherein said material web is one of a paper web and a cardboard web.

3. The device of claim 1, wherein said metering gap includes an outlet end, said metering gap includes a contact side in contact with the medium, at least one of said inlet side nozzle lip and said outlet side nozzle lip includes at least one opposite side that faces away from said contact side, said at least one thermal control channel is located both on said outlet end and on said at least one opposite side.

4. The device of claim 3, wherein at least one said opposite side in a vicinity of a respective said at least one thermal control channel includes a first wall thickness, at least one of said inlet side nozzle lip and said outlet side nozzle lip includes a second wall thickness on said contact side, said first wall thickness is thinner than said second wall thickness.

5. The device of claim 3, wherein said at least one thermal control channel includes at least one thin walled component sealing said at least one opposite side.

6. The device of claim 5, wherein at least one said thin walled component includes a wall thickness of between approximately 0.1 mm to 3 mm.

7. The device of claim 5, wherein at least one said thin walled component includes a wall thickness of between approximately 0.2 mm to 1 mm.

8. The device of claim 5, wherein at least one said thin walled component is connected to at least one of said inlet side nozzle lip and said outlet side nozzle lip at a level of high precision by one of a laser welding process, a brazing process and a gluing process.

9. The device of claim 8, wherein said laser welding process includes a high efficiency diode laser with a capacity of between approximately 1.2 kW to 3.0 kW.

10. The device of claim 1, wherein said fluid is one of cooled water, heated water, cooled air and heated air.

11. The device of claim 1, wherein said inlet side nozzle lip and said outlet side nozzle lip form an open jet nozzle that dispenses the medium under pressure.

12. The device of claim 1, wherein said inlet side nozzle lip and said outlet side nozzle lip form a curtain nozzle which dispenses the medium essentially through an influence of gravity.